

## **MBA FINAL PROJECT - STRUCTURE**

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### **Layout**

Recommended font type **Times New Roman, 12.**

Heading **Times New Roman, 14.**

Recommended spacing **1,5**

Margin: **left 3,5 cm, right 2 cm, top and bottom 2,5 cm, format A4.**

*Total number of pages – appx. 50 – 60 ( without appendices)*

*Quotation and reference writing rules can be found:*

*International Standard ISO-690 and ISO 690-2*

*[http://en.wikipedia.org/wiki/ISO\\_690](http://en.wikipedia.org/wiki/ISO_690)*

None of these tools is better than any other tool in every situation and can be influenced by various factors.<sup>1</sup>In the minds of customers, advertising in different media and various communication methods become part of a unified image of the company. If advertising from different sources controverts, it leads to a chaotic image of the corporate, therefore the company must communicate clearly, convincingly and consistently everywhere the customer encounters with the company, the brand, and the products. In favour of effective marketing communication, it is essential to take advantage of its individual elements regarding the objectives and, in particular cases, to create the optimal communication mix as a single complex<sup>2,3</sup> The idea of integrated marketing communication involves the idea of symbiosis - the harmonization of individual elements of marketing communication into a unified whole that creates a synergic effect. Integrated marketing communication streamlines the ability of companies to send the right message to the right customer, at the right time and in the right place by the means of various channels of communication in single conformity<sup>4</sup>.

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<sup>1</sup> NAGYOVÁ, E. - GAŠPARÍKOVÁ, V. - KÁDEKOVÁ, Z. 2011. Culture and Communication: Implication for managing international business. In: *European Studies on Intercultural dimension of International business: Marketing and Managerial Consequenses*. Slovakia, Nitra: SPU, 2011. 117-142 p. ISBN: 978- 80- 552- 0530-4.

<sup>3</sup> ŠINDLER, Petr. 2003. *Event marketing: jak využít emoce v marketingové komunikaci*. Manažer, Praha: Grada Publishing. 236p. ISBN 80-247-0646-6.

<sup>4</sup> MEERMAN, Scott David. 2005. *The new rules of marketing and PR*. p.5.

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The first effort can be seen in building of accommodation units for the workers to preserve their workforce, and thus improve relationships with them (Skácelík, 2010).

The 50ties are considered to be a turning point in modern concept of CSR. In year 1953 Howard Bowen wrote the book Social Responsibility of the Businessman, in which he is giving birth today commonly used term Corporate Social Responsibility (CSR). In his work, Bowen highlighted the social aspects of management in daily business practice (Kotler and Keller, 2010).

The main cause behind the idea of a socially responsible business was the question of how to do business so that the widest circle of people will benefit from the results of business process. However, the biggest changes occurred due to the turbulent social changes of society and the development of social science at the end of the 1960s and 70s of the 20th century. During this period a large number of definitions of the CAP emerged, which were much less reliant on the position of a manager in a corporation. Corporate Social Responsibility focused on the interaction between the firm and the socio-economic system (Inštitút zamestnanosti, n.d.).

SA 8000 particularly specify on the areas such as child labour, working hours, remuneration, safety and health of the employees, discrimination, forced labour, freedom of creation of associations and right to collective bargaining (Social Accountability International, 2017).

The CSR Europe helps to integrate the socially responsible principle in the business through their network of 46 corporate members, 41 national CSR organisations and 10 000 companies. Their mission is not focused only within the European boundaries, the aim of the CSR Europe is to cooperate with other CSR organisations from different parts of the world (CSR Europe, 2019a).

The partner organisation of the CSR Europe in Slovakia is The Business Leaders Forum Slovakia. The Business Leaders Forum Slovakia is an informal association of companies. It was established in the year 2004 with the aim to promote the principles of CSR in Slovakia. Currently it has 30 members, who acts according to the principles of CSR (CSR Europe, 2019b).

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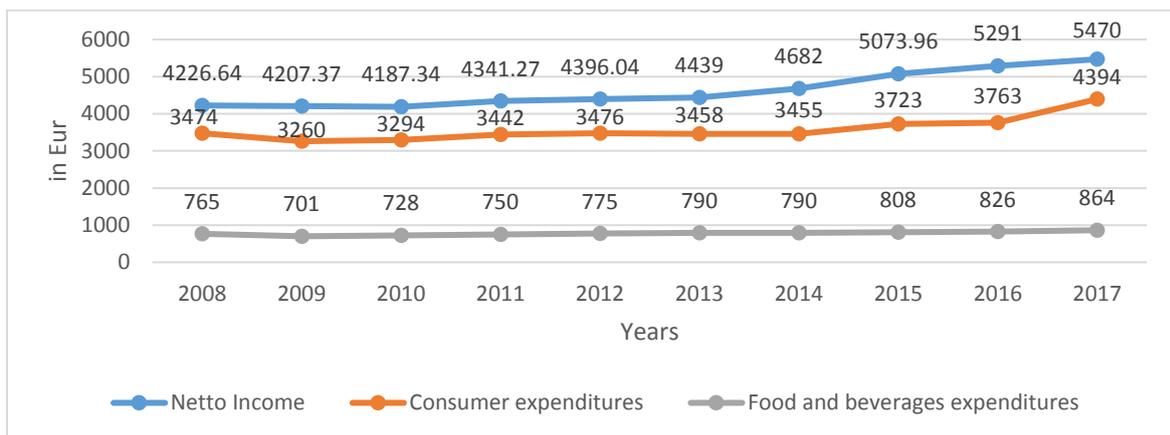
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**Figure 1 Hotel Partizán, Tále**

Source: Sorger. 2018 Available online: <https://www.sorger.sk/hotel-partizan-tale>



**Figure 1: Househols Total**

Source: Statistical Office of the Slovak Republic, own calculations.

This trend was reflected in the development of consumption expenditure, which declined year-on-year in 2009 and 2013 and increased by 2% on average over the reference period 2008-2017 ( $k' = 1.02$ ). Year-on-year growth in food and non-alcoholic beverages was more or less copied by the development of total consumption expenditure, however, with a more significant year-on-year decline in food expenditure in 2009, 2014 and 2017 (Figure 1).

**Table 7 Draft budget of the marketing event**

<b>Activity</b>	<b>Estimated cost (€)</b>
Theme and script creation	110
Hotel selection, reservation, accommodation and meals	1,700
Cost of wellness services	350

*Source: own processing*

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